



Sample TN Promise Student Communications & Calendar

As high schools shift to hybrid and remote learning in response to the COVID-19 pandemic, college advising and counseling faces a similar transition. To support school counselors and college access professionals as they navigate the COVID crisis, we've pulled together a series of remote advising messages that can be sent to students via text messages, communication apps like Remind, or email. The messages and calendar below are suggestions. Please feel free to customize this information to fit your school's needs.

For more research-based best practices on how to use communication nudges to encourage students to enroll in higher education, check out the resources at <https://nudge4.org/nudge4-projects/remoteadvising/>

September 18, 2020 11:00 am

Hi [student's first name], I'm Mr. Grant, your school counselor, & I'm here to support you as you plan for college next year. Is there anything I can help you with now?

September 22, 2020 11:00 am

Hi! This week is College App Week! Be sure to submit a college application before Friday! Here is a list of college application "how to" videos to help you with this task: <https://bit.ly/3knT4KD>

September 24, 2020 11:00 am

Hi! Did you know that many TN students are eligible for tuition-free community or technical college through TN Promise. Learn more here: <https://youtu.be/dJtF-kcxsS8>

September 29, 2020 11:00 am

Hello! It's time to submit your TN Promise application. Visit www.tnpromise.gov for next steps!

October 1, 2020 11:00 am

Hi! Only one month until the TN Promise application deadline! Submit your application at www.tnpromise.gov. Can you commit to getting this done before 10/15?

October 6, 2020 11:00 am

The FAFSA is open! Visit www.fafsa.ed.gov to start your FAFSA and FSA ID. Is there anything I can do to help?

October 13, 2020 11:00 am

Hi [student's first name], it's Mr. Grant. Can you believe Fall Break has already come and gone? You are already halfway through the semester. Anything I can help you with?

October 15, 2020 11:00 am

Don't forget to submit your TN Promise application. Here's how to create a TSAC account: <https://youtu.be/piwDIPhllks>. After you create the account, don't forget to submit your application: <https://youtu.be/aFCaQWFlkxs>.

October 20, 2020 11:00 am

Hi [student's first name]! What are your plans for next year after high school?

October 27, 2020 11:00 am

Six more days until the TN Promise application deadline! Visit www.tnpromise.gov to get your application in. Anything I can do to help?

November 2, 2020 11:00 am

Hi [student's first name]! Today is the last day to submit your TN Promise application! Don't miss out on \$ for college. Go to www.tnpromise.gov to get your application in! Let me know if I can help!

Things to Consider When Communicating with Students

1. Use behaviorally informed content (i.e., encourage goal setting, prompt plan-making, eliminate obstacles, etc.).
2. Reach out proactively – even if you don't hear back.
3. Making a personal connection can make a difference.
4. Prompt students to use a resource or complete a task.
5. Offer one-on-one assistance.
6. Provide encouragement and positive reinforcement.

For more resources on communicating with students remotely, visit www.nudge4.org.